



# PROPOSAL FOR LOCAL VOTER-APPROVED FUNDING TO ADDRESS COMMUNITY NEEDS

CITY COUNCIL MEETING

Jovan D. Grogan, City Manager

July 23, 2019

# Community Priorities Survey



In March of 2019, the City commissioned Godbe Research to conduct a survey of local voters with the following research objectives

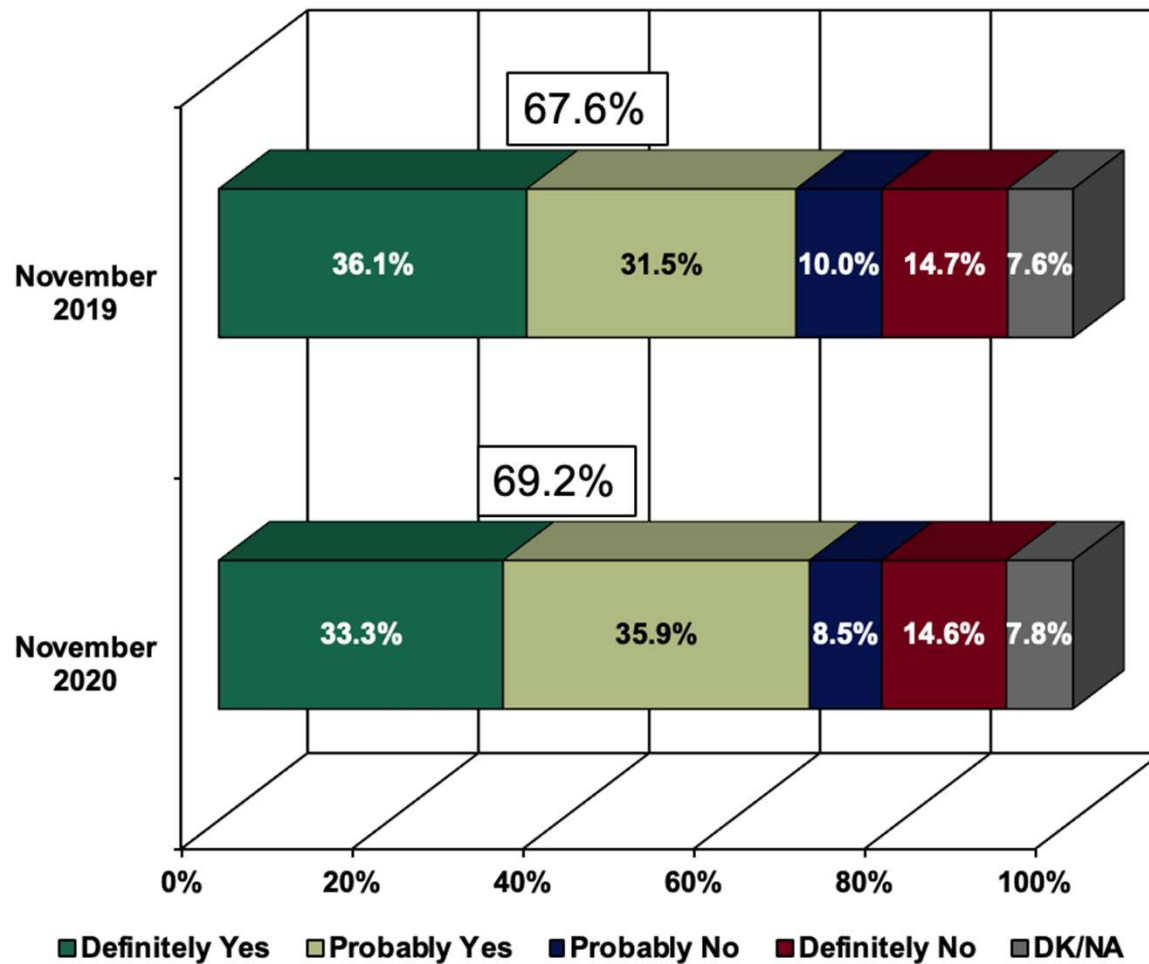
- Gauge satisfaction with the City's provision of services and effective management of public funds;
- Assess perceptions about problems facing the City;
- Assess potential viability of a potential local funding measure to maintain essential City services and facilities with funding that cannot be taken by the State; and
- Identify respondent priorities.

# Community Priorities Survey Findings



- Residents value and are satisfied with the services that they receive
- Respondents are interested in potential local funding solutions
- Should the Council wish to proceed, a measure shows potential viability in either a November 2019 or November 2020 election (absent a fiscal emergency, the only two that are options for this type of mechanism).

# Community Priorities Survey Findings



Shall the City of San Bruno's measure to fund essential city services and facilities such as:

- neighborhood police patrols, fire prevention services, urban wildfire protection, crime suppression and investigation;
- pothole and street repair;
- increasing parking supply;
- upgrading parks and other city facilities; and
- expanding services to support local businesses;

by levying a one-half cent sales tax, providing \$4 million dollars annually, until ended by voters, with independent citizens' oversight, no money for Sacramento, and all funds spent locally, be adopted?

# Community Needs & Priorities



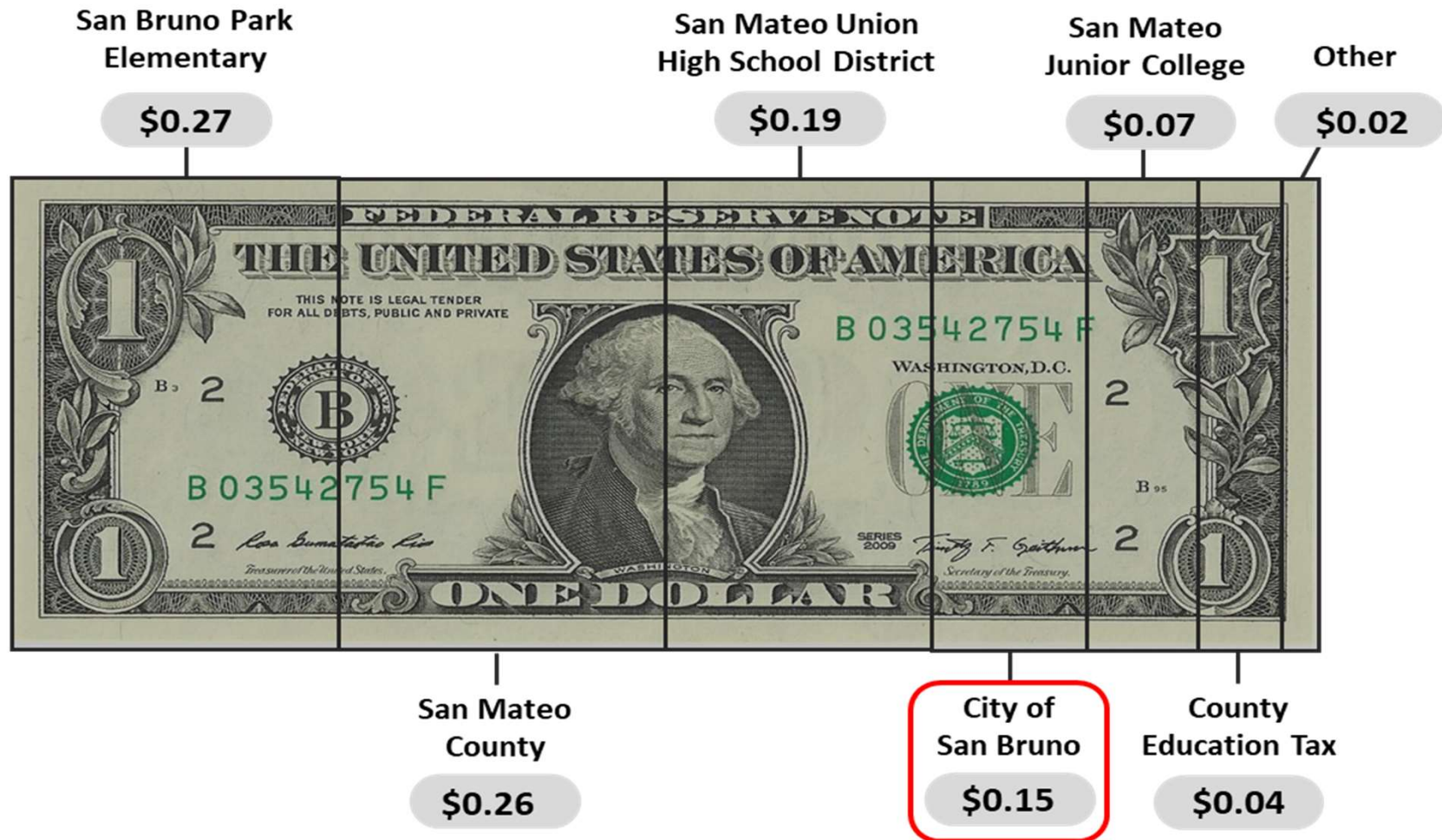
In the community survey, residents identified the following service priorities:

- Increasing pothole and other street hazard repair
- Increasing ongoing street maintenance programs
- Maintaining neighborhood police patrols
- Attracting and maintaining local businesses
- Maintaining city parks and playgrounds
- Maintaining and repairing park structures for children and youth

# Property Tax Breakdown



## Your Property Tax Dollar



# Sales Tax Example



## Sample Sales Tax Eligible Purchase in San Bruno

---

Sub-total	\$75.00
Sales Tax (9.25%)	\$6.94
Total Sale	\$81.94

---

### Sales Tax Paid: \$6.94

- State of California \$4.50 (65%)
- County/Districts \$1.69 (24%)
- City of San Bruno \$0.75 (11%)

# Community Engagement



Per the Council's direction, city staff initiated a multi-modal community outreach program including:

- ▲ Comprehensive information on the City website including an online community priorities survey
- ▲ Outreach to community leaders asking for input
- ▲ Community presentations citywide
- ▲ Mailing each household in the city with information and a request to provide input.
- ▲ Over 28,000 residents have been engaged in this outreach program to date, with over 750 additional community responses.

# Enhancing Your San Bruno



## Enhancing Your San Bruno

Home » EnhancingYourSanBruno



Spring/Summer 2019

### Dear Neighbor,

It's an exciting time to be in San Bruno! In these changing times, the City is embracing the opportunities and challenges to maintaining our local quality of life and providing the services our residents identify as important.

As part of our 2019 budgeting process and to inform future planning, the City has embarked on a fiscal sustainability effort to ensure we are continuing to address your priorities. In March 2019, the City conducted a Community Priorities Survey to ask residents about whether they are satisfied with the services we provide and obtain input on community priorities. Some of the priorities identified by your neighbors included:

- Increasing pothole and other street hazard repair
- Increasing ongoing street maintenance programs
- Maintaining neighborhood police patrols
- Attracting and maintaining local businesses
- Maintaining city parks and playgrounds
- Maintaining and repairing park structures for children and youth

We are continuing to solicit input as the foundation of an ongoing community-empowered budget and fiscal planning process. The City is committed to continuing to reflect your priorities, so our local quality of life is maintained and enhanced.

**We want to hear from YOU.** Please tell us what you think by completing the survey, and letting us know YOUR priorities for San Bruno.

# Survey Responses



**Tell Us What You Think** — Complete the attached Community Priorities Survey today! Or visit [www.sanbruno.ca.gov/EnhancingYourSanBruno](http://www.sanbruno.ca.gov/EnhancingYourSanBruno) and clicking "Tell Us What You Think".

Please give us your feedback by circling the following items in order, from 1 through 6, with 1 being the most important. Thank you for your help!

	1	2	3	4	5	6
Increasing pothole repair	1	2	3	4	5	6
Increasing ongoing street maintenance programs	1	2	3	4	5	6
Maintaining neighborhood police patrols	1	2	3	4	5	6
Attracting and maintaining local businesses	1	2	3	4	5	6
Maintaining city parks and playgrounds	1	2	3	4	5	6
Maintaining and repairing park structures for children and youth	1	2	3	4	5	6

Comments/suggestions: Chapman Ave. have paved in over 20 years!!!

NAME: \_\_\_\_\_ ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ PHONE: \_\_\_\_\_

**KEEP ME INFORMED**

**Tell Us What You Think** — Complete the attached Community Priorities Survey today! Or visit [www.sanbruno.ca.gov/EnhancingYourSanBruno](http://www.sanbruno.ca.gov/EnhancingYourSanBruno) and clicking "Tell Us What You Think".

Please give us your feedback by circling the following items in order, from 1 through 6, with 1 being the most important. Thank you for your help!

	1	2	3	4	5	6
Increasing pothole repair	1	2	3	4	5	6
Increasing ongoing street maintenance programs	1	2	3	4	5	6
Maintaining neighborhood police patrols	1	2	3	4	5	6
Attracting and maintaining local businesses	1	2	3	4	5	6
Maintaining city parks and playgrounds	1	2	3	4	5	6
Maintaining and repairing park structures for children and youth	1	2	3	4	5	6

Comments/suggestions: It's pretty much paved on a SBD road in the center of town. It's been 31 years — it's best. Don't let it get run down.

NAME: \_\_\_\_\_ ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ PHONE: \_\_\_\_\_

**KEEP ME INFORMED**

# Additional Outreach Results



#	Priority	Average Importance Score
1	Increasing pothole and other street hazard repair	2.3
2	Increasing ongoing street maintenance programs	2.9
3	Maintaining neighborhood police patrols	2.5
4	Attracting and maintaining local businesses	3.6
5	Maintaining city parks and playgrounds	3.4
6	Maintaining and repairing park structures for children and youth	3.9

# Survey Responses



**627**  
community  
poll responses

**266** electronic  
survey  
responses

**507** mailed  
survey  
responses

**1,400** total  
community  
responses

# Ballot Question



San Bruno Street Repair/Local City Services Measure:  
Shall the City of San Bruno's measure to fund city services/ facilities such as neighborhood police patrols, fire prevention services, urban wildfire protection, crime suppression/investigation; pothole/street repair; increasing parking supply; upgrading parks/other city services/facilities; expanding services supporting local businesses; by levying a ½¢ sales tax, providing approximately \$4,000,000 annually, until ended by voters, with independent citizens' oversight, no money for Sacramento, all funds spent locally, be adopted?

# Request to City Council



Waive Second Reading, and Adopt By 2/3  
Vote of The City Council an Ordinance  
Adding Chapter 3.39 to The San Bruno  
Municipal Code Imposing a Transactions  
and Use Tax to be Administered by The  
California Department of Tax and Fee  
Administration

# Questions

